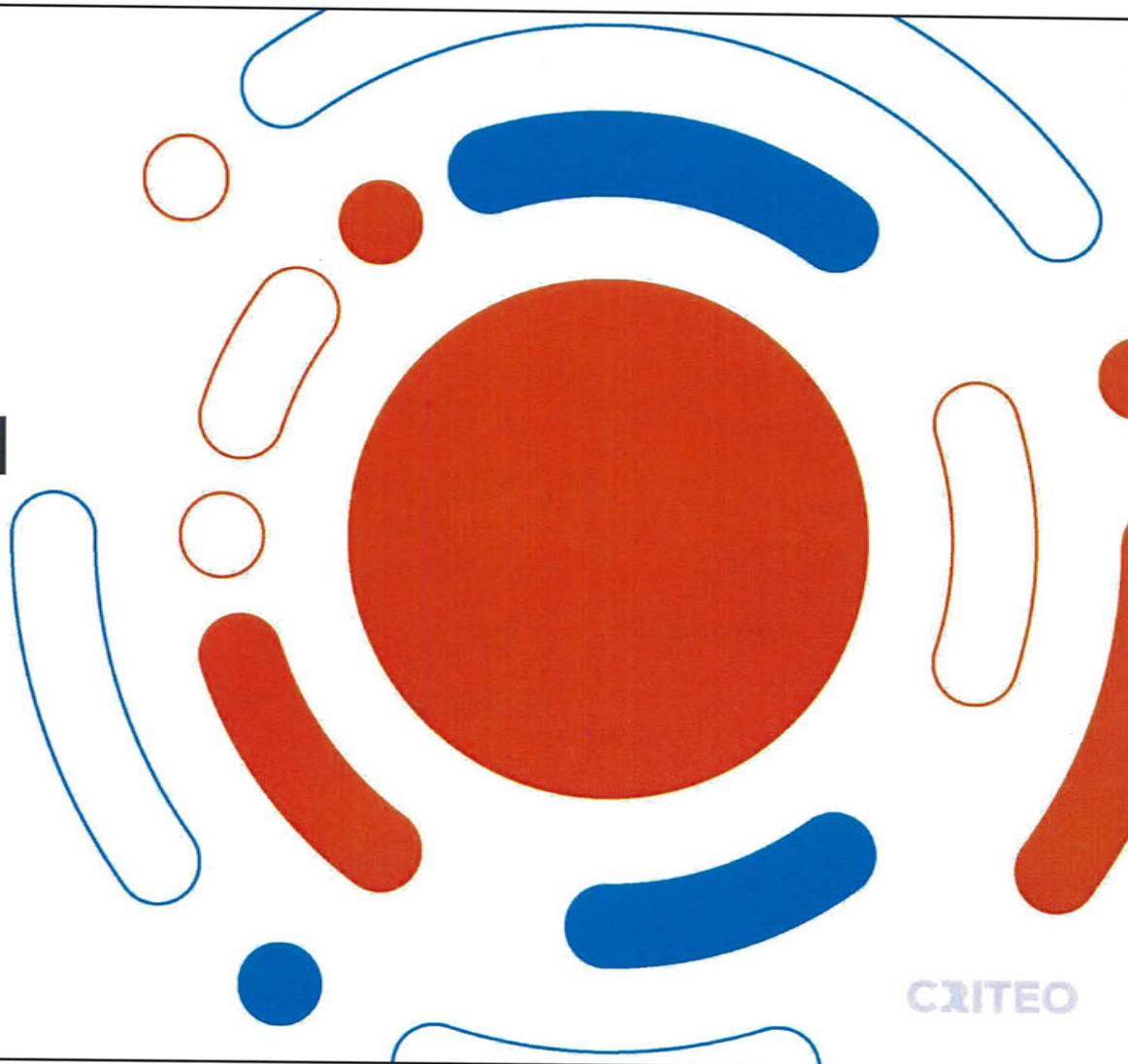


# Exhibit H

# PDG Update Q1 2023

Tech / Product  
Workshop  
February 2023



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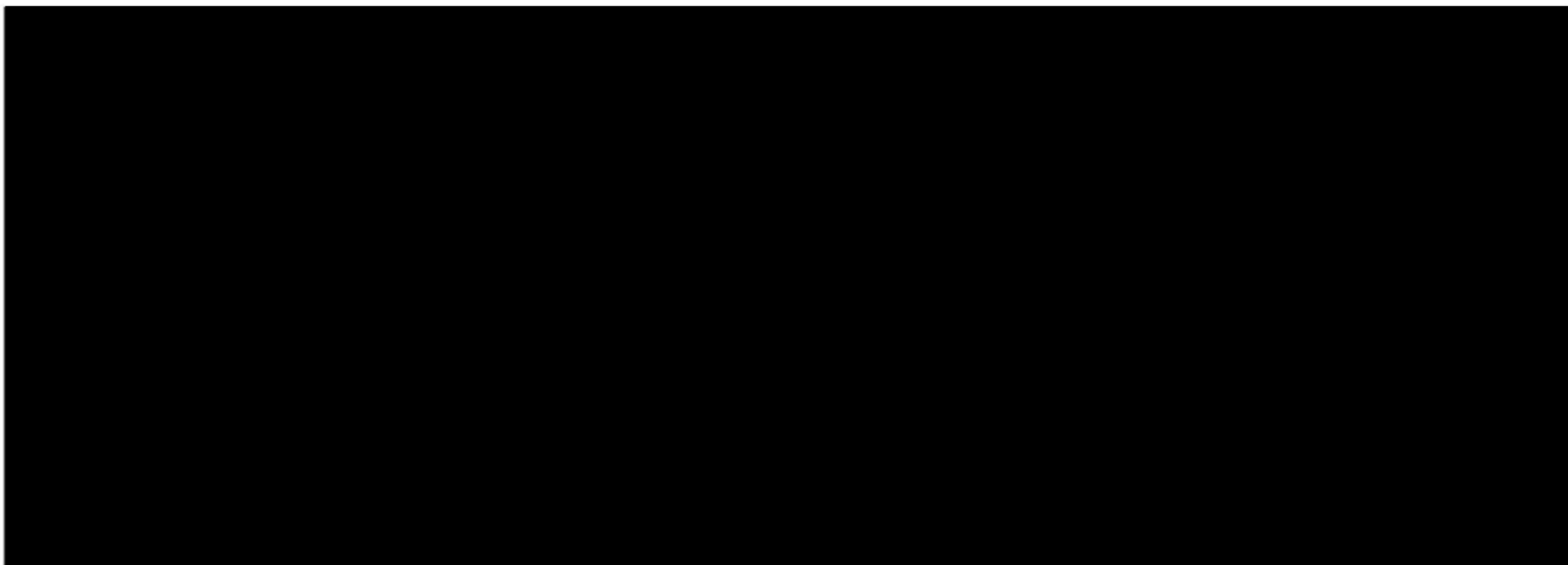
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PRODUCT UPDATE 2

## 2022 Win - '22 Incremental GDS



Full results available [here](#)

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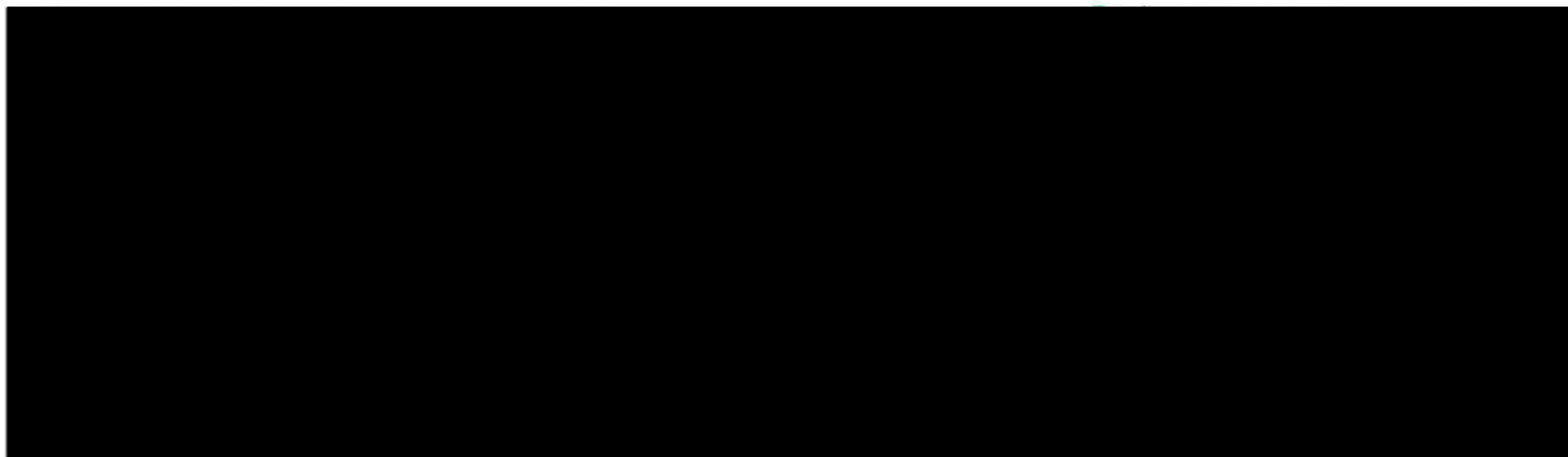
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## Q4'22 Critical 3s

SCALE. THINK BIG - BECOME ESSENTIAL:

INTEGRATE, COLLABORATE, ALIGN:

DIFFERENTIATE. UNIQUE SOLUTIONS:



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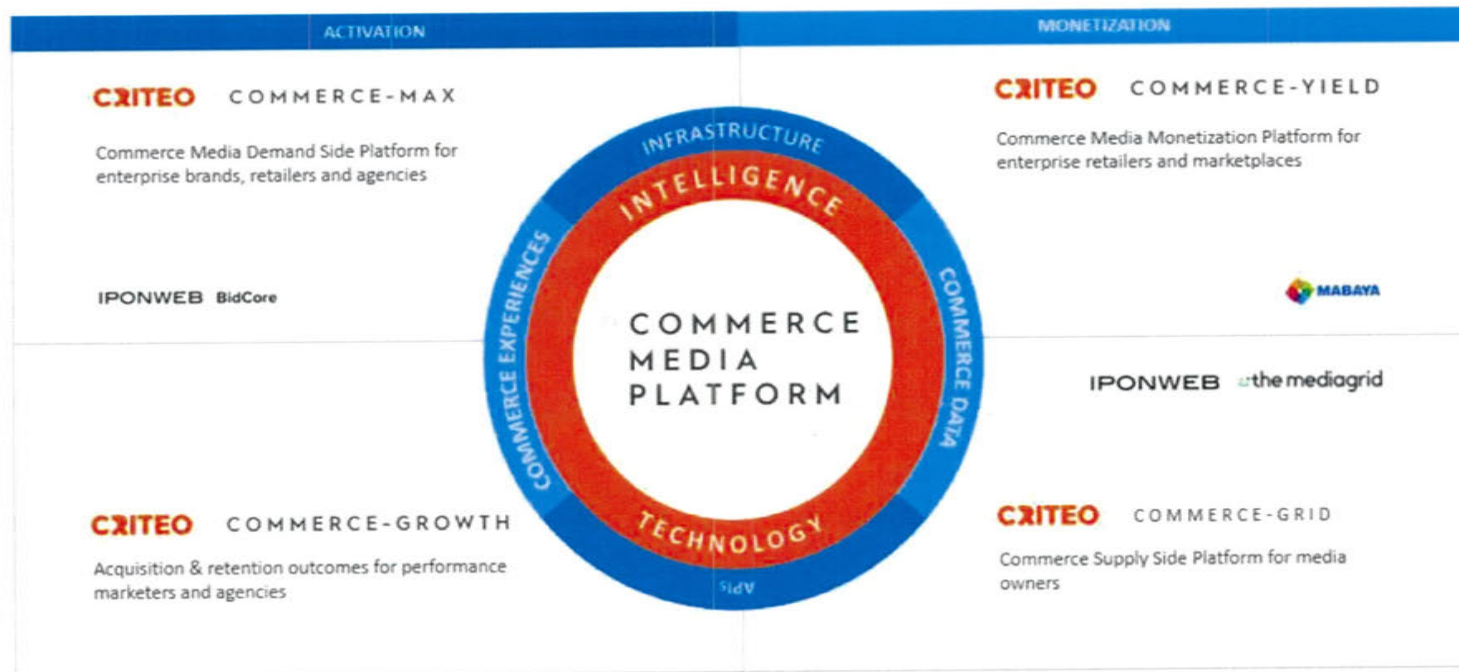
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# What we sell and who pays us



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# Terminology Refresher



## Products

- Market segment & promise
- GTM, sales processes
- Client-facing UI (or API)

### *Examples:*

- CMax
- BidSwitch
- CMax-A
- CGrowth



## Assets

- Under-the-hood tech capabilities & processes to satisfy various promises
- Many-to-many relationship with products

### *Examples:*

- RMP, CMS
- Product catalog support
- Billing process

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## Products / Assets Overview

### TMG - Commerce SSP for Media Owners

- Grab market share with a unified SSP offering
- Enable differentiation with scaled Curation & Commerce capabilities
- Protect against future cookie changes with 1st party data

#### **Criteo integration status:**

- Combined TMG & CDB assets to launch CGrid in 2023

### BidSwitch - Industry Solution for Trading Enablement

- Retain existing business
- Grab share in underserved areas (PMP / deals & direct connections)
- Support open trading ecosystem in a post-cookie world

#### **Criteo integration status:**

- Maintain independent neutral industry position

### BidCore - Flexible Buying Capabilities

- Support CMax and CGrowth agenda
- Further develop customization capabilities

#### **Criteo integration status:**

- Integration ongoing through many channels

### Performance - Managed Service for Affiliate Buying

- Key revenue growth in a recession market
- Post-cookie performance

#### **Criteo integration status:**

- Mostly independent through 2023, point integration opportunities TBD

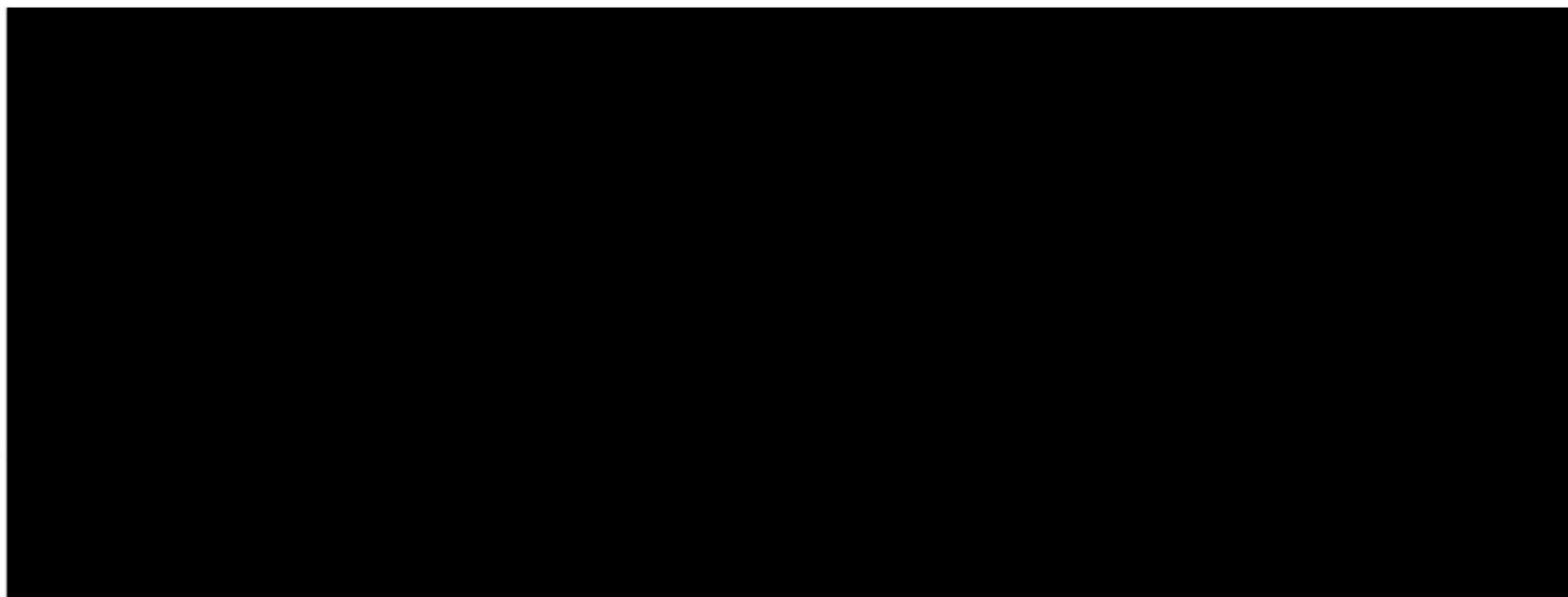
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## Criteo Integration Summary



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## Q1'23 Critical 3s

HITTING OUR NUMBERS (SCALE):

ACCELERATE IOW INTEGRATION  
(INTEGRATE):

SUPPORT CRITEO CMP  
(DIFFERENTIATE):

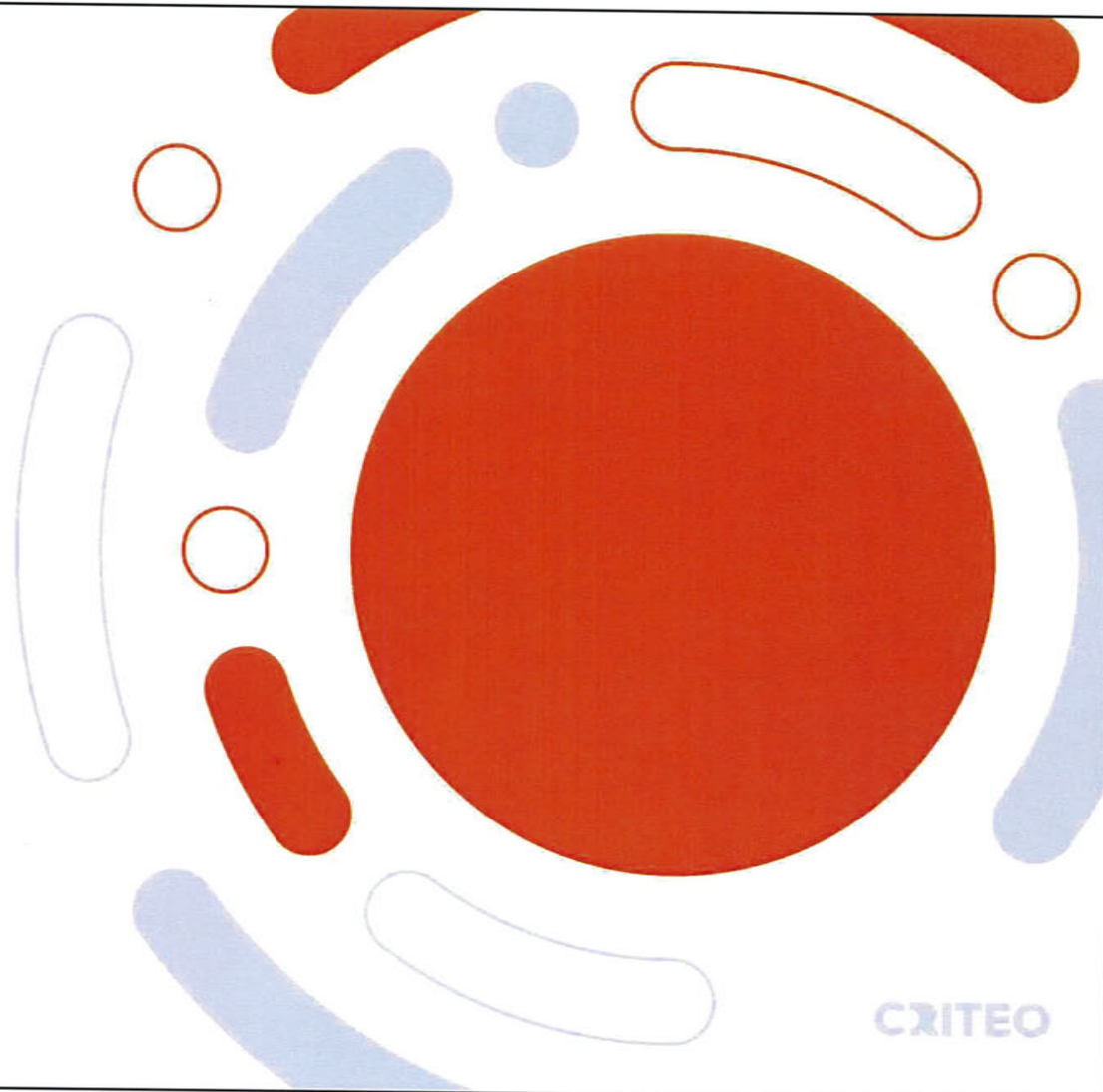


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**Thank You**



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